



Type Color (1 page)

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sclarke@citytech.cuny.edu

5th column: Type Color

Columns 1 to 4

- In the first column, draw a text box.
- Right click the box and choose "Fill with Placeholder Text." The box will fill with greeking.
- Copy and paste this box into the next three columns.
- Using the fonts on your computer (or ones you find at Font Squirrel or Lost Type Coop) create a range of type colors, ranging from the blackest you can make to the lightest. Use the same lineheight and size of type throughout.

Label each column with the font you used and its size and lineheight.

Type Color

<p>Il iuscit magnim ut volupta tiisti dolorum que cus am sed magnihicil in por santint volecerume sit quid quatur aliae vollaccatem fugitae et voloruptae nes dollaute ernate pa dollabo. Hicto bea simillabo. Itae dus que ea iuntur sam eicitem quasitatis et qui bearum apient dolupta tempernamus molore nus simod mi, quosa quatur apistin cum hit abo. Lo expligent et ut aut optiund elitasimi, nobist reicil maximi, et et inturente ne volupta tuscitiunda doluptae velignature nobis eost officid ea aut exere nes modit offic tor seque esed</p>	<p>Il iuscit magnim ut volupta tiisti dolorum que cus am sed magnihicil in por santint volecerume sit quid quatur aliae vollaccatem fugitae et voloruptae nes dollaute ernate pa dollabo. Hicto bea simillabo. Itae dus que ea iuntur sam eicitem quasitatis et qui bearum apient dolupta tempernamus molore nus simod mi, quosa quatur apistin cum hit abo. Lo expligent et ut aut optiund elitasimi, nobist reicil maximi, et et inturente ne volupta tuscitiunda doluptae velignature nobis eost officid ea aut exere nes modit offic tor seque esed quiberum fuga.</p>	<p>Il iuscit magnim ut volupta tiisti dolorum que cus am sed magnihicil in por santint volecerume sit quid quatur aliae vollaccatem fugitae et voloruptae nes dollaute ernate pa dollabo. Hicto bea simillabo. Itae dus que ea iuntur sam eicitem quasitatis et qui bearum apient dolupta tempernamus molore nus simod mi, quosa quatur apistin cum hit abo. Lo expligent et ut aut optiund elitasimi, nobist reicil maximi, et et inturente ne volupta tuscitiunda doluptae velignature nobis eost officid ea aut exere nes modit offic tor seque</p>	<p>Il iuscit magnim ut volupta tiisti dolorum que cus am sed magnihicil in por santint volecerume sit quid quatur aliae vollaccatem fugitae et voloruptae nes dollaute ernate pa dollabo. Hicto bea simillabo. Itae dus que ea iuntur sam eicitem quasitatis et qui bearum apient dolupta tempernamus molore nus simod mi, quosa quatur apistin cum hit abo. Lo expligent et ut aut optiund elitasimi, nobist reicil maximi, et et inturente ne volupta tuscitiunda doluptae velignature nobis eost officid ea aut exere nes modit offic tor seque esed quiberum</p>
<p>Avenir Black 12 pt 15 pt line height</p>	<p>Avenir Heavy 12 pt 15 pt line height</p>	<p>Avenir Medium 12 pt 15 pt line height</p>	<p>Avenir Light 12 pt 15 pt line height</p>



Typographic Hierarchy (1 page)

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5th column: Typographic Hierarchy

Columns 1 to 4

In the four columns left, you are to create a formal invitation to the birthday party of your character. The fonts and styling you choose should be indicative of that character's character and/or the nature of the celebration. Use typographic hierarchy to establish what is the most important information for the reader.

I will provide you with the basic text, which you can modify to suit your needs. I will be looking for originality, personality, and composition. Please try more than one configuration before turning in your assignment, and **do not copy my solution below as my design is pretty lame.**

Typographic Hierarchy

SHH, IT'S A SURPRISE!

You are invited to a
surprise birthday party
for Martha Plimpton
on December 12th
at 5:00 p.m.

Fellowship Hall, New York City

Please R.S.V.P. by November 5th to George Plimpton

Please arrive by 5:00 p.m. sharp.